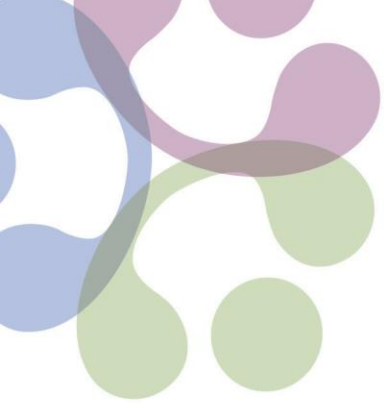# Health First COLORADO™

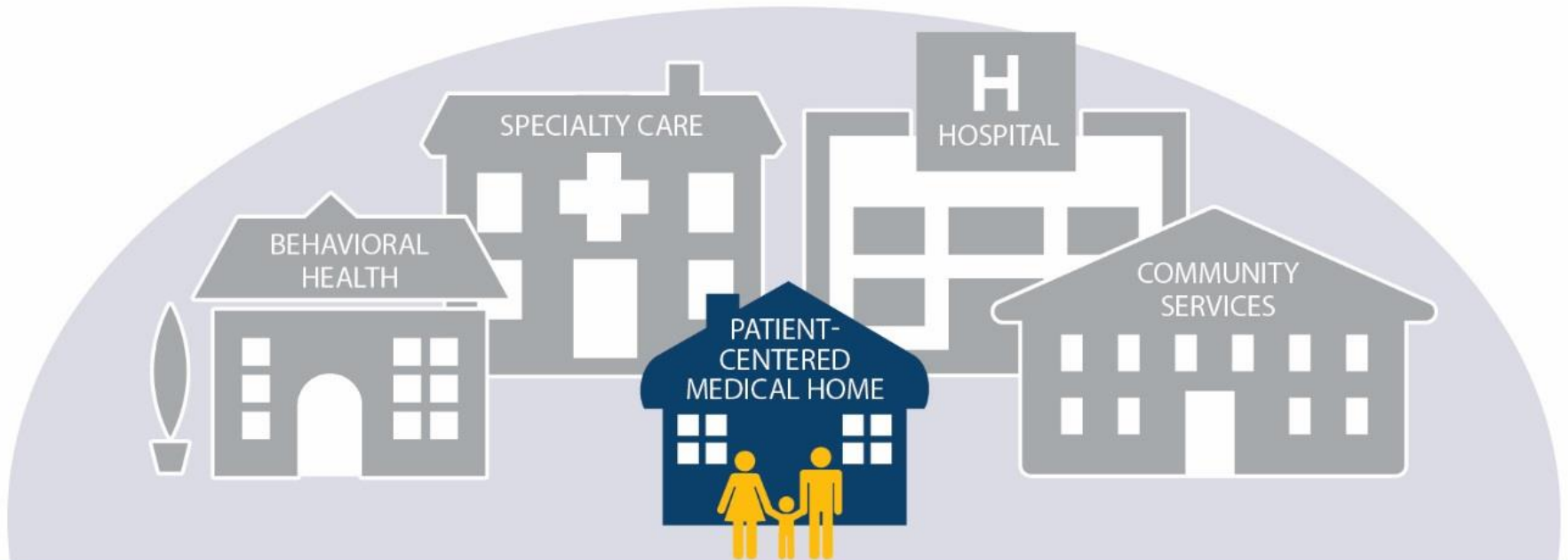## Colorado's Medicaid Program

Information for Providers, Partners & Community Organizations

Agenda

1. Why are we re-naming Medicaid?

2. Launch timeline

3. What is changing and what is not!
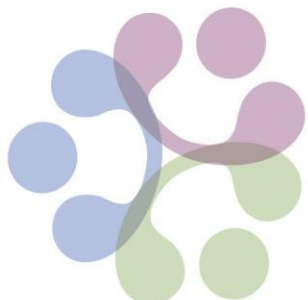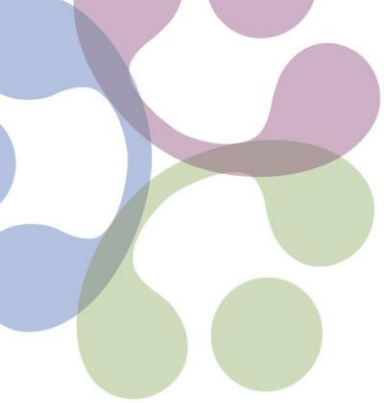
4. FAQs and Resources

Health First
COLORADO™

Medicaid is DIFFERENT!

Get to know
Health First Colorado

POSITIVE

PROACTIVE

GREATER ACCESS

MORE CONTROL

New Medicaid Names

Launch Activities

Effective June 27, 2016...

- **Member Noticing**
  All CBMS client correspondence
- **Public Announcement**
  News release
  HealthFirstColorado.com go live
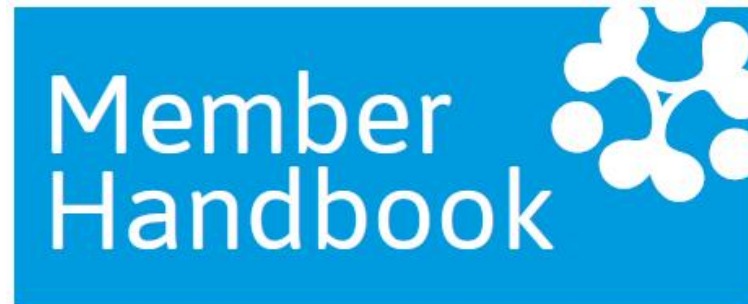 Grant-funded advertising

Health First COLORADO™

CBMS Notice Example

STATE OF COLORADO

✔	Approval: Your application has been approved for the following individual(s).		
Benefit Category	**Individual Name and Medical Assistance ID**	**Application Date**	**Coverage Start Date**
Health First Colorado (Colorado's Medicaid Program) + Additional Long-Term Care Services			
Additional Information:			
Supporting Rule:			

Health First COLORADO™

Member Handbook

- Consolidated version

- 1 mailed per household

- Also available on:

  HealthFirstColorado.com
  HCPF website

COLORADO PEAKHealth

Health First COLORADO
Colorado's Medicaid Program

Member ID Card

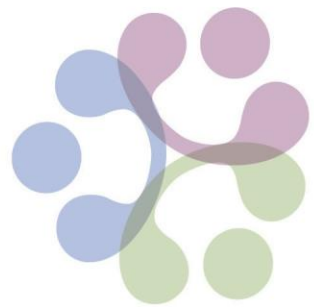**Health First COLORADO**
Colorado's Medicaid Program

Member name:
Member ID #:

- Talk to a nurse anytime at 1-800-283-3221. Dial 911 or go to the ER in a life threatening emergency.
- View coverage and co-payment info or find a provider:
    - Colorado.gov/HCPF
    - PEAK*Health* mobile app
    - Call 1-800-221-3943 or State Relay 711, M-F, 7:30am-5:15pm
- Keep your coverage and info current:
    - Colorado.gov/PEAK
    - PEAK*Health* mobile app
- Bring a photo ID when you go to your provider or pharmacy.

Providers: This card does not guarantee eligibility or payment for services. You must verify identity and eligibility before providing services.

Health First COLORADO
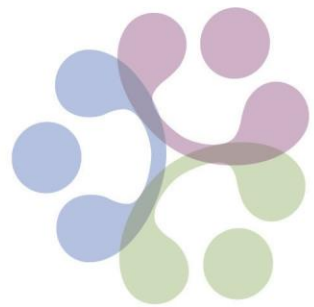
Enrollment Broker

Health Colorado

Health First Colorado Enrollment

Health First Colorado Enrollment
4500 Cherry Creek Drive South, Suite 210
Glendale, Colorado 80246

Return service requested

HealthFirstColorado.com

Key Messages

- No changes to:
  Eligibility
  Coverage
  Benefits
  Choice of providers

- New name **developed with input from members** and prospective members.

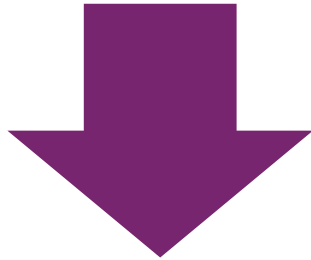- Name development and public launch **funded by grants**.

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Providers

No changes to:

Colorado Medical Assistance Program Web Portal or Claims Processing

How and where will Health First Colorado be used?

Rule of Thumb

Non-Member Facing Policy, Rules, Legislative, Contract

Member-Facing Program, Benefit, Service

Programs Not Affected

New Program Name

Regular or "full" Medicaid, all MAGI programs

Health First COLORADO™
Colorado's Medicaid Program

Basic

Health First COLORADO™

Health First Colorado Plans

Health First COLORADO™ — Colorado's Medicaid Program

Basic

Health First COLORADO™ — Colorado's Medicaid Program

Administered by Denver Health Medicaid Choice

Health First COLORADO™ — Colorado's Medicaid Program

Accountable Care Collaborative

Health First COLORADO™ — Colorado's Medicaid Program

Program of All-Inclusive Care for the Elderly

Health First COLORADO™
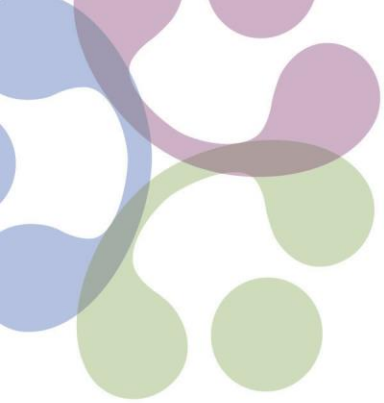
Tagline

Use this to replace references to "Colorado Medicaid" and "Medicaid"

Health First Colorado (Colorado's Medicaid Program)

Don't use the name without the tagline/ parenthetical in the first written reference in documents

Health First Colorado

Frequently Asked Questions
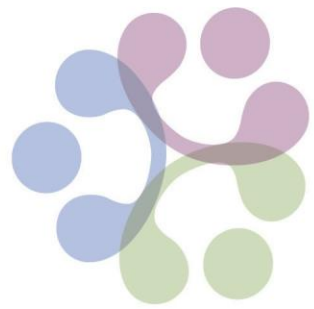
FAQ: Where do I refer people to apply?

Current members and people who think they may qualify for Health First Colorado may visit HealthFirstColorado.com for:

- How to apply (link to PEAK)
- Provider search
- Overview of member benefits & services
- Download the member handbook
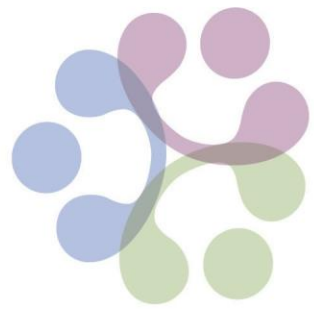
FAQ: How does this change my coverage?

There are no changes to member eligibility, coverage, benefits or choice of providers associated with the name change from Medicaid to Health First Colorado.
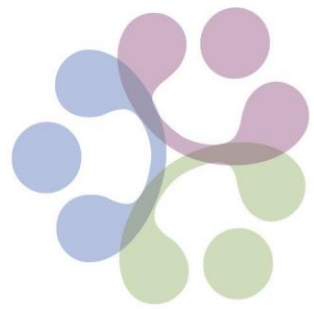
FAQ: Can I continue to see the same providers?

Yes, there is no change to choice of providers associated with this change.

Health First COLORADO™
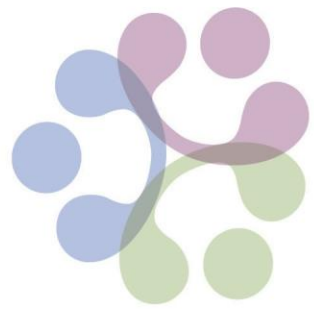
FAQ: Will my provider accept my Health First Colorado ID card?

Yes, providers will accept your Health First Colorado ID card or your "old" Medicaid card.
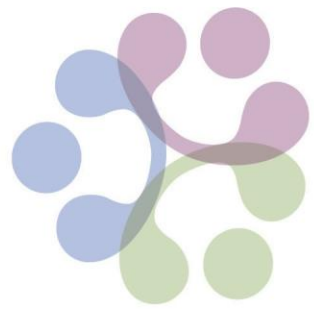
FAQ: Does Health First Colorado cost money?

There are no changes to member costs associated with this change. Health First Colorado (Colorado's Medicaid Program) does not have an enrollment fee but in some circumstances co-pays may be required.
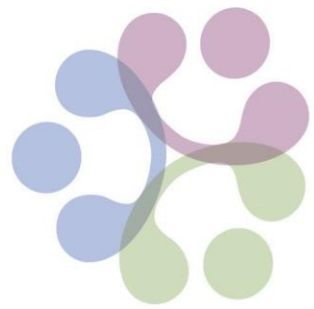
FAQ: Why is the state spending money on this?

The Department of Health Care Policy & Financing, which administers Health First Colorado, received **grant funding** to support both the name change and a public advertising campaign to promote the new name.

Communication Resources

Putting Your Health First

Health First COLORADO
Colorado's Medicaid Program

Member
Handbook

Medicaid is now...

Health First COLORADO
Colorado's Medicaid Program

New Name.
Same Great Coverage.

**New Name.
Same Great Coverage.**

HealthFirstColorado.com

HealthFirstColorado.com

Medicaid ahora se llama...

Health First COLORADO
Colorado's Medicaid Program

QUICK FACTS

Health First COLORADO
Colorado's Medicaid Program

- Colorado Medicaid is now called Health First Colorado. *New name... same great coverage, benefits and choice of providers.*

- Yearly wellness doctor visits are still covered!

- Find a doctor and other providers who accept Health First Colorado members by visiting HealthFirstColorado.com.

- Access your Health First Colorado health plan, member identification card and benefits on your mobile device. **COLORADO PEAK Health**

- There's no deadline - apply anytime at Colorado.gov/PEAK, in person at your county human or social services office or an application assistance site, or over the phone by calling 1-800-221-3943.

Learn more at HealthFirstColorado.com

**Nuevo nombre.
La misma gran cobertura.**

HealthFirstColorado.com

Health First COLORADO

Resources

HealthFirstColorado.com (starting June 27)
- Print-ready posters, brochure and flyers
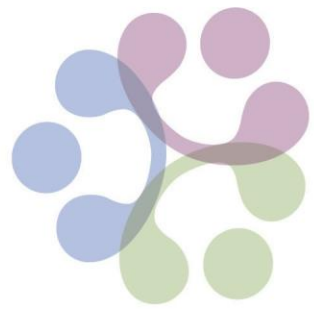- Radio ad spots

Department Stakeholder Page
www.colorado.gov/hcpf/hfc-stakeholders
- Recorded presentations
- Webinar schedule & registration
- FAQs

Dropbox
http://bit.ly/1HDE4yk
- Logo files
- Style & brand references

Providers

Get tailored updates about the new claims payment and pharmacy benefit systems (effective Nov 1, 2016).

Sign-up for [this email distribution list](http://goo.gl/forms/zp5jIwcyxI) (http://goo.gl/forms/zp5jIwcyxI) today to receive important information specific to your provider type or business, straight to your inbox.

Health First COLORADO™

Thank You!

Questions?

Debbie Fimple
Health First Colorado Grant Manager
Dept of Health Care Policy & Financing
Debbie.Fimple@state.co.us
Phone: 303.866.6346